

REMARKS

The Final Office Action dated March 6, 2006 contained a final rejection of claims 1-14. The Applicant has amended independent claims 1, 9, 10, and 13. Claims 1-14 are in the case. Please consider the present amendment with the attached Request for Continued Examination (RCE) under 37 C.F.R. § 1.114. This amendment is in accordance with 37 C.F.R. § 1.114. Reexamination and reconsideration of the application, as amended, are requested.

The Office Action rejected claims 1-14 under 35 U.S.C. § 102(e) as being anticipated by Castle (U.S. Patent Publication No. 2002/0077891). The Office Action also rejected claim 9 under 35 U.S.C. § 103(a) as being unpatentable over Castle.

The Applicants respectfully traverse this rejection based on the amendments to the claims and the arguments below.

Namely, the Applicants have amended claims 1, 9, 10, and 13 to include obtaining a media request for an online version of a print magazine, journal, book, children's short story, or newspaper and creating, while the user waits, a customized printed and bound hardcopy of the print magazine, journal, book, or newspaper targeted to the identified particular user. In addition, the Applicants independent claims further includes creating a customized on demand media delivery system with a registered user database, requiring each registered user to log-in and provide identifying information before receiving media delivery, and providing advertisements that are targeted to the identified particular user. Moreover, claim 9 further includes requiring a user to log-in with a magnetic stripe card.

The newly amended amend claims are disclosed in at least FIGS. 1-2 and paragraphs [0018] through [0019], [0020], and [0023] of the U.S. Patent Publication 2002/0184093 of the current application. For example, paragraphs [0018 – 0019] state that the present invention "...involves the creation of media on demand wherein both the media and advertisements are created in response to a user's preferences. More particularly, this invention involves the compilation of electronic information and the printing of a media hardcopy based upon the electronic information received.

Using the present invention, a user may obtain a hardcopy of a desired media such as a magazine, newspaper, journal, or the like, and the desired media, including advertisements, may be tailored to the user's preferences... Using the present invention, a user desiring to obtain media hardcopy, such as a newspaper, magazine, short story, or otherwise, selects the desired media using a dynamic media selection interface... Based upon the information received, the media selection interface 120 prints and binds the selected magazine, with advertisements, while the user waits."

The Applicants respectfully submit that Castle does not disclose all of the claimed features. Instead, Castle discloses a method for placing advertising in an on-line publication with a competitive bidded process that includes automatic adjustment of the advertisement, such as advertisement re-sizing capabilities. Although Castle discloses a printer for printing hardcopies, Castle, however, does **not** disclose the Applicants' claimed obtaining a media request for an online version of a print magazine, journal, book, children's book, or newspaper and then creating, while the user waits, a customized printed and bound hardcopy of the print magazine, journal, book, children's book or newspaper with advertisements specifically targeted to the identified particular user.

In addition, Castle does **not** disclose the combination of creating a customized on demand media delivery system with a registered user database **and** requiring each registered user to log-in and provide identifying information before receiving media delivery in combination with providing advertisements that are targeted to an identified particular user. Further, Castle does not disclose requiring a user to log-in with a magnetic stripe card of claim 9.

Since the cited reference was the sole reference used for both rejections [102(e) and 103(a)] and does **not** disclose all of the elements of the claimed invention, as argued above, the reference **cannot** anticipate the claims **nor** can it render the claimed invention obvious. As such, the Applicants respectfully submit that the rejections under 35 U.S.C. 102 and 35 U.S.C. 103 should be withdrawn.

Thus, it is respectfully requested that all of the claims be allowed based on the amendments and arguments. Accordingly, the Examiner is respectfully requested to

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withdraw the outstanding rejection of the claims and to pass this application to issue. Additionally, in an effort to further the prosecution of the subject application, the Applicants kindly request the Examiner to telephone the Applicants' attorney at (818) 885-1575. Please note that all mail correspondence should continue to be directed to
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Respectfully submitted,
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